RETAIL PROMOTION FACT SHEET

Marlboro

Promotion Description: Marlboro 5 Pack T-Shirt and Indy Sweepstakes - DETROIT

Field Dates: May 16, 1994 - June 10, 1994

OBJECTIVE/ALLOCATION RATIONALE:

Build volume among our key consumer segments while achieving impact and visibility for Marlboro Racing.

Geographic Scope ☐ National ☒ Key Markets/Sections: ☐ Excluded Markets:

Allocation is based on 80% penetration of C-Stores and 50% penetration of other accounts per market.

SPECIAL INSTRUCTIONS

The incentive package is designed to hold FLIP TOP BOX KINGS/100S PACKINGS ONLY! Additionally, all incentive packages have been produced with perforated UPC codes for Kings and 100s. Sales Rep or retailer must remove the inappropriate code when placing product in package. The UPC numbers for the 5-pack deals are as follows:

85s - 0-28200-19143-4
100s - 0-28200-19144-1

☒ Acct. Specific Race Mkts. ☐ Carton _____ Suggested CPW ☒ Pack 100+ _____ Suggested CPW

☐ Afro American ☐ Conv. ☐ Drug Stores ☐ Grocery ☐ Hotel/Cigar ☐ Liquor ☐ Mega (800 CPW+) ☐ Supermarkets
☐ Asian ☐ Conv. Gas ☐ Gas ☐ Hispanic ☐ Indian (Tax Exempt) ☐ Mass Merch. ☐ Other _____

Military Participation: ☐ Yes ☒ No Military Display Quantity: _____

PRECON ASSEMBLY: ☐ Yes ☒ No SLEEVED ☒ BANDED ☐

Participating Brand Styles: ☒ Family (S/R Discretion) ☐ Packing Specific

Kings Box _____
100s Box _____

Sleeve UPC #s:
85s: 0-28200-19143-4
100s: 0-28200-19144-1

PRODUCT REQUIREMENTS:

Product Discount $ _____

Case Size: ☒ 6M ☐ 12M

			Weight:	Tie:	High:
Product Case Cube Dimensions:	85s:	Soft 85s:			
	100s:	100s:			
	85s:	Box 85s:			
	100s:	100s:			

PRODUCT HANDLING, HAND STAMPING AND TAX ALLOWANCES:

Handling Allowance: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

Hand Stamping: ☐ Yes ☒ No _____ Off Invoice: ☐ Yes ☐ No

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PRODUCT ORDERING:

Product Order Period: _____

Product Delivery Dates: _____

Source: https://www.industrydocuments.ucsf.edu/docs/yxby0004

POS ORDERING INFORMATION:

PMExpress Kit	5 Pk Race T Disp Kit		Optional Base Kit	
Kit Components:	10 Deal Display		1 Optional Disp Base	
	2 Posters			
	1 Dangler			
	10 T-shirts			
	20 Back-up T-shirts			
	1 Easel Card w/2 tear pads			
PMExpress Display Kit #:	00705		76033	
Kit Order Dates: (From-To)	2/28/94 - 4/22/94		2/28/94 - 4/22/94	
Kit available in Field:	4/25/94 - 5/9/94		4/25/94 - 5/9/94	
POS #: (For Field MIDAS Allocation only)	71382		71269	
MIDAS P/F:	1		1	

PMExpress Kit Dimensions	Primary Box	Back-up Box		
Length:	28 3/16"	23 1/2"	21 3/4"	
Width:	13 1/2"	15"	13 3/8"	
Height:	28 3/16"	12 1/4"	13 9/16"	
Weight: (EXCLUDES PRODUCT)				

Assembled Display

Depth:	20 9/16"		20 5/6"	
Width:	13 1/2"		13 1/7"	
Height:	28 3/16"		54 1/4"	
UPC Code:				
# Deals/Display:	10			
# Deals/Back Up:	20			
# Product Ctns:	15			

PAYMENTS:

Display/Item	Payment To (Retailer/Distributor)	Promo Code	Payment

MEDIA SUPPORT: ☐ Yes ☒ No **Media Advertisement Only** ☐ **Media Advertisement and Offer** ☐ *

* Offer	Vehicle	Circ.	Value	UPC #
☐ Coupon				
☐ Product Offer				
☐ Incentive				
☐ Sweepstakes				
☐ Other				

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